IN THE CLAIMS

1.   (Currently amended) A computer-implemented method in an auction between a plurality of potential bidders, comprising:

generating a sequence of values;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, using a processor to transform, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

creating a first bidder view of the auction, for display to said first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, using a processor to transform said first value into a second bidder comparative bid parameter value; and

creating a second bidder view of the auction, for display to said second potential bidder, that includes the second bidder comparative bid parameter value.

2.   (Previously presented) The method of claim 1, wherein generating a sequence of values comprises predefining a series of price increments or decrements.

3.   (Previously presented) The method of claim 2, wherein generating a sequence of values further comprises changing said predefined series of price increments or decrements in real-time during the auction.

4.   (Previously presented) The method of claim 1, wherein transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5.   (Previously presented) The method of claim 1, wherein transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6.   (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct an auction between a plurality of bidders, said method comprising:

generating a sequence of values;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, transforming, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

creating a first bidder view of the auction, for display to a first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transforming said first value into a second bidder comparative bid parameter value; and

creating a second bidder view of the auction, for display to said second potential bidder, that includes the second bidder comparative bid parameter value.

7. (Previously presented) The medium of claim 6, wherein generating a sequence of values comprises predefining a series of price increments or decrements.

8. (Previously presented) The medium of claim 7, wherein generating a sequence of values further comprises changing said predefined series of price increments or decrements in real-time during the auction.

9. (Previously presented) The medium of claim 6, wherein transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Previously presented) The medium of claim 6, wherein transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled)

16. (Currently amended) A system for conducting an auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

generate a sequence of values;

create a buyer view of the auction that includes a first value included in the sequence of generated values;

prior to displaying a price to a first potential bidder, transform, using a characteristic associated with a quality of an auction item, said first value into a first bidder comparative bid parameter value;

create a first bidder view of the auction, for display to a first potential bidder, that includes the first bidder comparative bid parameter value;

prior to displaying a price to a second potential bidder, transform said first value into a second bidder comparative bid parameter value; and

create a second bidder view of the auction, for display to said second potential bidder, that includes the second bidder comparative bid parameter value.

17. (Previously presented) The system of claim 16, wherein generating a sequence of values includes predefining a series of price increments or decrements.

18. (Previously presented) The system of claim 17, wherein generating a sequence of values includes changing said predefined series of price increments or decrements in real-time during the auction.

19. (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Previously presented) The system of claim 16, wherein transforming includes performing a combination of linear, non-linear, and lookup table transformations simultaneously.

21-46. (Cancelled)